PROPOSED AMENDMENT FOR DISCUSSION PURPOSE ONLY

1 Claim 1 (currently amended): A computer-implemented method
2 comprising:
3   a) accepting, from an ad server and by a computer
4   system including one or more computers on a network,
5   information of an ad which includes ad content;
6   b) using, by the computer system, at least one of
7   terms, concepts and categories from the content of the
8   ad to determine relevant content, from a content
9   server, in addition to content of the ad, wherein the
10   determined relevant content is one of (A) a news
11   story, (B) a review, or (C) a user group message; and
12   c) combining, <u>automatically and regardless of any user</u>
13   <u>input,</u> by the computer system, at least a portion of
14   content of the ad, from the ad server, and at least a
15   portion of the determined relevant content, from the
16   content server, for presentation to a user together
17   with page content,
18   wherein the page content is (A) not directly used
19   to determine the determined relevant content and (B)
20   different than the content of the ad.

Similar amendments to claim 9.

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